

Learning, Growing, Thriving

Supporting Kids and Families Through
United Way's Parent-Child Home Program

Income, race and ZIP code—do they determine a child's chance at success in school? For too many local families, the answer is yes. At United Way of King County, we stand up to this inequity through our Parent-Child Home Program.

We do this for the parents who work multiple jobs to keep their families afloat but can't afford curriculum-based daycare or preschool. We do this for the families who flee war-torn countries and face a world of newness—including the education system their kids will join. We do this because children shouldn't face an endless cycle of poverty because of the neighborhood they grow up in.

Kids behind in school from day 1 often means kids struggling to keep up throughout their academic years, which doesn't bode well for their future. The Parent-Child Home Program zeroes in on the opportunity gap by supporting parents during the early, crucial years of children's development. The program works with low-income, isolated families in their homes when the kids are 2 and 3 years old—because this window of cognitive growth cannot be missed.

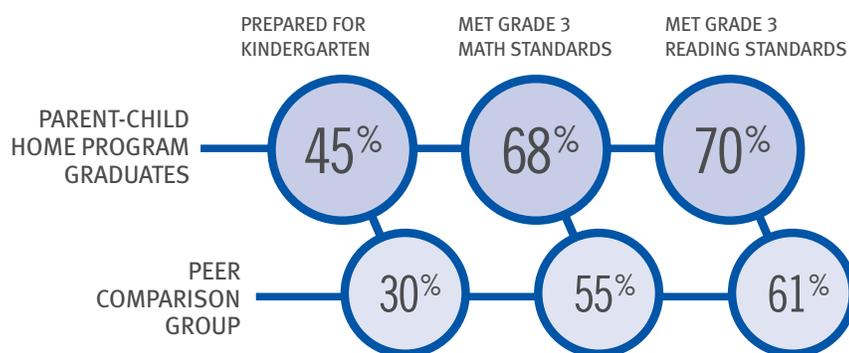
HOW IT WORKS



ALL ABOUT THE PARTNERSHIPS

Business leaders passionate about early learning and closing the opportunity gap brought the national Parent-Child Home Program to King County in 2006. Together, we built a sustainable program locally. Research and data from kids who had graduated from the Parent-Child Home Program soon confirmed its success so unquestionably that the program earned wider confidence as well as the public/government funding that followed.

STATEWIDE: READY FOR KINDERGARTEN AND BEYOND



Parent-Child Home Program Washington Longitudinal Study Results, ORS Impact, February 2016

“The Parent-Child Home Program supports whole families, and by increasing family engagement in early childhood development and learning, is a powerful strategy for mitigating racial inequity in our education systems.”

Beth McCaw
president, Washington Women's Foundation,
and United Way Champions donor

Learning, Growing, Thriving

Supporting Kids and Families Through
United Way's Parent-Child Home Program

This program's long success was reinforced in 2016, when the Metropolitan King County Council included it as part of the funding plan for the voter-approved Best Starts For Kids Initiative. Not only does this show public confidence in early learning strategies like the Parent-Child Home Program, but it also earmarks financial investments from King County to merge with additional funds currently being raised by United Way. The combination of public and private funding allows us to sustainably serve 1,200+ families and develop a coordinated network of providers in the county.

**SUPPORTING KIDS
BY LEVERAGING
EVERY DOLLAR**

\$500K

Families and Education Levy—City of Seattle

\$500K

General Fund—City of Seattle

\$3 Million

Best Starts For Kids Initiative—King County

\$2 Million

Private funds needed to
match city and county funds—
You + United Way

\$6 Million

**Total to continue closing the opportunity
gap with the Parent-Child Home Program**

OUR PROGRAM PARTNERS

Atlantic Street Center

Children's Home Society
of Washington

Chinese Information and
Service Center

El Centro de la Raza

Encompass

Kindering

Neighborhood House

Southwest Youth and
Family Services

YWCA

This is a huge win for kids. To keep it going, we must support the Best Starts For Kids funding with \$2 million annually from United Way. This is where your enthusiasm and partnership come in.

Your donation will set the stage for every child's success. To support the Parent-Child Home Program, contact your United Way donor relations manager or 206.461.5052.

“This is about giving all children in our community, particularly the most vulnerable, a chance to thrive, both today and tomorrow. We're proud to partner with United Way to leverage voter-approved funds from King County and add years to the Parent-Child Home Program.”

Brooke and Josh Williams, United Way Parent-Child Home Program donors



DANIEL: A Great Start for Lifelong Learning

Five-year-old Daniel looks up briefly when he hears his name but quickly gets back to his new book about pirates.

“Daniel loves kindergarten and enjoys checking out books to share with his little sister,” says Daniel's mom, Dora.

Daniel's exposure to books took place long before he walked into his kindergarten classroom. Three years ago, when Daniel was a shy and frequently uncommunicative 2-year-old, Dora, a native Spanish speaker, enrolled him in United Way's Parent-Child Home Program. A home visitor who shared Spanish as her native language was the big win.

“I would practice singing the songs that Daniel and I learned in the books,” says Dora. “Learning together was wonderful for our relationship.”

Dora also credits the program with promoting her son's development, including increased listening, focusing on tasks and engagement with peers, skills he can take with him as he moves on to 1st grade and beyond.